

NEW THINGS IN CUSHIONS.

WASHABLE MATERIALS NOW IN CHIEF FAVOR.

Single Designs That Cost as Much as \$50. Pincushion and Table Covers Made to Match Pillows. A Porch Screen and Work Table to Be Put in a Trunk.

The newer designs in summer sofa cushions may be lauded without injury to the fabric. This does not mean that the costume of flower designs and myriad colors is in the lead. Far from it.

This year manufacturers have managed to combine the artistic and utilitarian in a manner which speaks well for the progress of domestic art, for nearly all the wash sofa cushions now in the market are designed and made in this country.

At one time what was called a porch cushion was a rough affair of grass matting or fancy straw, hard to the head and not particularly decorative. These are still to be had, retelling for as low as half a dollar, but they are fast for design more, strong, but less picturesque.

For example, of this sort is a spotted crash, the spots raised to give an embossed effect. The crash is of natural tint and decorated with a Bonnaz embroidery of green, of red, of old rose, of blue and of yellow blend.

A two inch wide band of scrim the same color as the crash, decorated with tiny pink buds and green leaves, trims the edge of the pillow and beyond this projects a half inch wide hem of the crash. In one design the hemmed pattern is elaborate; in another it consists of a few leaves and a slender vine only; in a third the broad or oval, which is about the size of the frame, is combined with a much finer, lacelike tracery of green thread applied in a feather edge or a tatted pattern.

In one design three one-half inch wide bands of satin placed a quarter of an inch apart were stitched to the cushion in place of the border, the most effective pattern perhaps being of yellow with yellow buds and green leaves in the border. This is called a ribbon pattern and the satin is as washable as the crash.

Matching these cushions—and this is a novelty—is a 6 by 9 inch pincushion cover and a table cover three feet square.

This is only one variety of the Bonnaz embroidered cushions. Another is of Kenmare cloth, a fine striped cotton fabric, in many exquisite colors, and a third of open black white goods—a twilled, soft fabric with an open mesh, which washes like a pocket handkerchief and is ornamented with braid tracery, of color.

The blue and green and yellow cushions are braided with white in patterns of all degrees of elaboration and in simpler designs, too. Most of the Kenmare cloth cushions are matched with a small table cloth.

Cotton moire in a soft mode or pale tan color machine embroidered with fine cord of a contrasting color, makes another of the washable cushions which sell for from \$1.25 to \$2 each. In the same class are cushions of bed ticking, the broad stripes, however, being of gay contrasting colors in floral designs, and downright hard wear nothing is better.

An essentially indoor model for summer use which sells for \$1 and \$1.50 is called the "cotton chief" pillow. Each square being woven in one piece and finished with a border. Most of them are of thin white cotton stamped with flowers and finished with a floral border.

In the higher grade pillows, a grade between those described and the hand worked varieties, the linings are made, as they are called, made of pure white cotton, of linen and cotton and of white lawn hand embroidered or trimmed with lace insertions and finished with a ruffle to match.

There is a tremendous variety in the design of these pillows, but in drawing rooms, where until recently a linery pillow would have looked as much out of place as a brass bedstead. Some of these pillows cost as high as \$50, others of a beautiful fineness, but little hand work, cost only \$5.

More dignified than this variety are two comparatively new designs which appeal to the eye of women with a talent for embroidery. The first is made of scrim—white, cream, or ecru—embroidered with a conventional or floral design in ribbon work. To manipulate narrow ribbon into a raised design resembling hand embroidery is a feat not easy to the amateur needleworker. Nevertheless ribbon embroidery is one of the pet enterprises of this season.

A ruffle of scrim trimmed with narrow satin ribbon finishes these pillows, as a rule.

The second of the two pillow designs is of white Mount Melick cloth, which resembles heavy satin, embroidered with coarse white merized cotton, preferably in a wild rose, a pansy, or a daisy pattern. The embroidery is very heavy and raised, and is impervious to frequent washings and hard wear. A white cord only finishes the edge of this pillow.

A very similar pillow cover, which is shown among the assortment of things for summer work is made of a stout piece of white muslin—not cambric—about the weight of sheeting, which is divided off into squares one and one half inches in diameter. Merized embroidery cotton of heavy quality is then used to cover every alternate block with a lattice work of narrow cord, one inch in diameter. In the centre of each mesh is a tiny French knot. The result is an up to date cushion which can be tubed without injury. A round white cotton cord with a small tassel at each corner finishes the cushion.

A novelty for porch accessories is a folding screen which is a work of art and a basket combined. It stands thirty-four inches high, and each of the two panels is seventeen inches wide. The covering inside and out is of taffeta cloth of white ground ornamented with flowers. The hinges are of polished brass. Midway in each panel is a shallow shelf fitted with a row of pegs over which are slipped spoons of cotton and sewing silk; below that is a miniature closet, the door of which opens down, and below that again a gathered pouch pocket. A second roomy pouch pocket is above the spoons. When closed the screen will easily fit into a thirty-six inch trunk.

BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER & CO.

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ABRAHAM AND STRAUS.

Store Opens 8:30 A. M.

BROOKLYN.

Closes at 6 P. M.

Great Sale of Clothing for Young Men and Boys.

None Sent C. O. D.

Stock of Henry W. Cane Company at 60c. on the Dollar

This sale began yesterday and met with that enthusiastic response which was an evidence in itself of the wonderful values offered. The Henry W. Cane Company have been famous for years as the makers of reliable clothing for young men and boys—the celebrated "Crescent" Brand. The receiver of this concern asked us to take our pick of the choice lots in the stock at 60c. on the dollar. We did so and ask you to share the profit. The fabrics are from the foremost mills in the country and include Winter, Fall and Summer weights, the Winter and medium styles being made for next fall—boys' and children's Norfolk and double breasted suits, Reefers, Knee Trousers, Knickerbockers and Bloomers and young men's suits.

Extra salespeople and great additional space allotted to this wonderful sale.

Knee Pants, 50c. Made of fancy mixed cheviot suitings that would usually retail at \$1.00 to \$1.50; the sizes range from 4 to 15 years. Particularly adapted for present wear.

Boys' Double Breasted Suits, value \$3.00, at \$1.80. Gray and brown mixed chevrons in overplaid, checks and mixtures, sizes 9 to 14 years. Suitable for Fall and Winter wear; medium and heavy weights.

Boys' Double Breasted Suits, value \$7.00, at \$4.20. Gray and brown chevrons, cassimeres and tweeds, in overplaid, checks and mixtures; sizes 9 to 14 years. Suitable for Fall and Winter wear; medium and heavy weight fabrics.

Boys' Sailor Suits, value \$6.00, at \$3.60. Light and medium weight fabrics suitable for present wear. Fancy chevrons in gray and brown; also plain serge, made with sailor collar, blouses and bloomers cut on full lines.

Boys' Sailor Suits, value \$7.00, at \$4.20. Light gray overplaid chevrons and fancy worsteds, made with sailor collars, embroidered emblems of braid trimming; the sizes are 5 to 8 years; fabrics suitable for present wear.

Young Men's Suits, value \$12.50, at \$7.50. Chevrons, serges, flannels and fancy mixtures; the fabrics are suitable for Spring and Summer wear.

Some Special Offerings From Our Own Stock.

K. and E. and Champion Blouses, 45c. Rough Rider Play Suits, 85c. Navy and black, 45c. White and colored; neckband collar. Boys' Eton Caps, all colors, red, white, Second floor, rear, East Building.

Lawn and Batiste Robes—Marvelous Values Incomparable for Beauty and Daintiness.

So great is the number of styles and so varied, that we can detail, and that but lightly, only a few of them. Prices run this way:

\$12.00 Robes are \$5.00 \$18.00 Robes are \$9.00 \$25.00 Robes are \$12.00 \$35.00 Robes are \$16.50 \$42.00 Robes are \$21.00 \$50.00 Robes are \$25.00 \$60.00 Robes are \$30.00 \$75.00 Robes are \$37.50 \$90.00 Robes are \$45.00 \$100.00 Robes are \$50.00

At \$9.00. One style of English Eyelet Embroidery, with dainty plaited tucks, handsome patterns on front of eyelet and blind work. Dozens of other styles equally as pretty.

At \$10.00. Japanese and blind work—some of the most charming patterns we have shown thus far.

At \$12.00. English Eyelet and Val. lace insertions, circular flounce.

At \$15.00. Wreaths of blind work, 13 1/2 inch flounce, three panels of dainty embroidery.

At \$16.50. All over Embroidery, combination of eyelet and blind work, festoon medallions—very pretty effects.

Main floor, center, Central Building.

Cracker Jars, Chocolate Pots, Ice Cream Dishes that sold up to \$1.50, at 25c.

Pudding Sets that have sold at \$3.50, at 98c. Celery trays that sold at 98c. at 15c.

5,000 Pieces of Haviland China.

Dinner Plates that sold at 35c., to-morrow 19c. Soup Plates that sold at 35c., to-morrow 17c.

Breakfast Plates that sold at 35c., to-morrow 17c. Bread and Butter Plates that sold at 25c., to-morrow 12c.

Tea Cups and Saucers that sold at 40c., to-morrow 25c. Bouillon Cups and Saucers that sold at 25c., to-morrow 15c.

Basement West Building.

Makers' Clearance Sale of Fine Waists

None C. O. D.

\$9.00 Shadow Embroidery Lingerie Waists at \$3.98

\$2.00 Lawn Waists at 98c. White and Colored Waists at 49c.

At 49c. Several materials in white and colored Waists, tailored effects.

\$2.00 Waists at 98c. About 2,500 Waists, about eight styles in all. Long and short sleeves, embroidered and lace trimmed, thoroughly new ideas. No duplicates and none C. O. D.

\$2.50 Waists at \$1.49. Six different models, new ideas: one of leaf embroidery design; pin tucked back with short sleeves.

At \$2.49. About four different models in lawn and batiste, lace and embroidery trimmed, with short or long sleeves.

\$4.00 to \$5.00 White China Silk Waists, \$1.98.

Makers' sample line of about fifteen different models, in fancy and tailored effects; no duplicates and none sent C. O. D.

\$3.00 Black China Silk Waists, \$1.98. Pointed yoke back and front, trimmed with Valenciennes insertion; three-quarter length sleeves, trimmed, lace collar, buttoned in back.

\$4.00 China Silk Waists, \$2.98. Buttoned in back, in black, also white, circular yoke back and front of Val. insertion, separated with hemstitching; body of waist of fine tucking and lace, elbow sleeves with fancy lace cuffs.

Second floor, rear, Central Building.

Stirring News in Women's Tailored Wear.

Did you ever hear such news as this Tailored Wear Store has had to tell this season? Is there a store anywhere in New York that could touch the values that we offered? Not one. This time we are pruning down the most complete collection of charming wear for women Brooklyn ever saw, selling the ones and twos of a style that remain and a few fresh arrivals from makers who are willing to sell at about cost to keep their workshops busy, as well as some surplus stock from well known makers.

Quantity is very great—fabrics the most favored of the season, including Broadcloth, Cheviot, Panama, Mohair, Voile Mesh, Taffeta Silk. The colors include reseda, green, violet, coral, Alice blue, gray mixtures and black. Jackets are mostly Eton, handsomely trimmed and lined, but there are other styles.

175 Tailored Suits That Were \$9.75 to \$12.00, at \$5.95.

150 Tailored Suits That Were \$12.75 to \$24.75, at \$14.75.

100 Tailored Suits that were \$27.50 to \$32.75, at \$19.75.

150 Tailored Suits that were \$34.75 to \$39.75, at \$24.75.

None sent C. O. D. Central Building, front, Second floor.

Women's Summer Dresses.

In the new summer wear section we have gathered a very large and complete assortment of desirable styles in Dresses and Suits at very low prices; special priced Dresses for to-morrow at \$1.98, \$2.98, \$3.98 and \$5.98.

None sent C. O. D. Central Building, rear, Second floor.

Women's Taffeta Silk Dresses \$6.95.

150 Silk Dresses are replaced for quick distribution; a large collection of styles and colors; good styles and excellent material at a bargain price.

None sent C. O. D. Central Building, front, Second floor.

Store Opens at 8:30 A. M.

Frederick Loeser & Co.

Store Closes at 6 P. M.

In every detail the Leading Retail Establishment of Brooklyn.

Women's \$25 to \$45 Suits, \$18.98

ABOUT SEVENTY-FIVE SUITS FROM OUR OWN \$25 TO \$45 STOCKS, so you can judge how conservative is the estimate of values. Sizes are broken, and they must give way to the new comers.

They are broadcloths, chiffon broadcloths, panamas, chiffon panamas and fancy novelty worsted stripes. Mostly in Eton and bolero coat effects; some plain and others trimmed with satin and braid. Skirts are circular gored and accordion plaited. All the new shades and colors are represented and they are beautifully tailored. A snap for the women who share. None sent C. O. D. or on approval.

\$45 Hand Embroidered Linen Suits, \$25.

One of our chief suppliers brought these hand embroidered linen Robes from abroad—splendid, effective designs on the white, pink, blue and heliotrope linens. They are made up with short pony coat having semi-fitted skirt with strapped seams and short sleeves with embroidered cuffs. Skirt is the full, circular effect and beautifully embroidered. It is one of the best offerings we ever made. None sent C. O. D. or on approval.

White Dotted Swiss Shirtwaist Suits at \$2.98.

Cool and fresh and dainty are these dotted Swiss Shirtwaist Suits. Waist has front of insertion and tucks; tucked back, short sleeves finished with insertion and Valenciennes lace. Skirt has a gored top with deep flounce headed with insertion. Special value at \$2.98.

Second floor, front.

10,000 Yards of White Washable Japanese Silks: Bargains

A WHITE SILK SALE at the beginning of need time—a sale of the fine, soft, cool, washable white Habutai Silks for which there are so many summer uses. These are of especial good quality; very wide and wonderfully little priced. It is one of the best events that the Silk Store has had to announce.

50c. Washable 27 inch Habutai at 39c.
65c. Washable 27 inch Habutai at 49c.
75c. Washable 27 inch Habutai at 59c.
90c. Washable 27 inch Habutai at 69c.
\$1 Washable 27 inch Habutai at 79c.
90c. Washable 36 inch Habutai at 69c.
85c. Washable 36 inch Habutai at 59c.
\$1 Washable 36 inch Habutai at 79c.
90c. Guaranteed 36 inch Black Taffeta at 75c.
\$1 Guaranteed 36 inch Black Taffeta at 79c.
\$1.35 Guaranteed 36 inch Black Taffeta at 95c.

Three extra values in the yard wide black Guaranteed Dress Taffetas.

Main floor, Bond Street.

To-morrow's Shirt Sale

85c. to \$2 Shirts at 50c. to \$1.50

THOSE WHO PROFITED BY LAST WEEK'S OFFERING will best realize how much better than the cold type indicates are these new and fine Summer Shirts. Several lots have not before been shown and others are the balance of the stock prepared for last week's sale, now just arrived.

They are Shirts to fit every man's need. They are far below the prices which such Shirts cost outside this Store.

55c. White Madras Shirts at 50c.
95c. Fancy Negligee Shirts at 55c.
95c. White Negligees at 59c.

95c. Black and White Stripes and Figured Shirts at 59c.

25c. Lisle Garter, 3 Pairs for 25c.

\$1.50 White and Fancy Negligee Shirts at 95c.

\$2 Plaided and Plain Shirts at \$1.50.

50c. Lisle Web Suspender at 25c.

50c. "President" Suspenders at 40c.

50c. Plain Color Four-in-Hands at 25c.

Main floor, Elm Place. None sent C. O. D.

Notable Offer of Laces.

JUST AS AN INSTANCE of the completeness of the Loeser stocks, it is probable that nowhere in the Greater City is there an assortment of the much wanted Valenciennes Laces in matching sets that even approaches the Loeser showing.

To-day we tell of REMARKABLY LITTLE PRICES for fine Laces of the most varied kinds—perhaps the best offering of the sort that has been made all season.

49c. to \$1.98 Valenciennes Laces at 25c. to 69c.

8c. to 29c. Cluny Laces at 5c. to 15c.

5c. to 10c. Torchon Laces at 2c. to 10c.

8c. to 49c. Laces at 5c. to 19c.

69c. to \$2.98 Net Allovers at 49c. to \$1.98.

Main floor. None sent C. O. D.

12c. Printed Batistes, 8c.

ASK ANY MANUFACTURER to turn out ten thousand yards for you at this price to-day and he would tell you it couldn't be done. White and colored grounds in many color printings. One of the best values in printed wash fabrics for house and street wear that we have had this season.

Second floor, Elm Place. None sent C. O. D.

\$1.25 Cream Suitings, 75c.

ONE OF THE MOST DESIRABLE of this season's wool fabrics ready here to-morrow at a very decided reduction: A French all wool cream Serge, with hair line bars of black, navy, green, bronze, Alice blue or heliotrope. We have sold them freely all season at \$1.25 a yard. Now, 75c.

Second floor, Elm Place.

Diamond Jewelry, Half Price

A Sale Extraordinary

THE MOST ARTISTIC PRODUCT of one of the cleverest Jewelry manufacturers in the country is concerned in this remarkable offering. Every piece is new. The stones used are of very high grade. The settings are all of 10k and 14k gold. It is simply because the maker tied up more money in finished jewelry than he could afford to leave that way during the Summer that the chance came to us to lighten his stock—and do it at half the usual price.

The result is one of the best Jewelry offerings ever made by any store anywhere. Here are details—simply sample values of the hundreds you will find when you come:

Brooches. \$2.50 values at \$1.25. \$3.50 values at \$1.75. \$4.50 values at \$2.25. \$5.50 values at \$2.75. \$6.50 values at \$3.25. \$7.50 values at \$3.75. \$8.50 values at \$4.25. \$9.50 values at \$4.75. \$10.50 values at \$5.25. \$11.50 values at \$5.75. \$12.50 values at \$6.25. \$13.50 values at \$6.75. \$14.50 values at \$7.25. \$15.50 values at \$7.75. \$16.50 values at \$8.25. \$17.50 values at \$8.75. \$18.50 values at \$9.25. \$19.50 values at \$9.75. \$20.50 values at \$10.25. \$21.50 values at \$10.75. \$22.50 values at \$11.25. \$23.50 values at \$11.75. \$24.50 values at \$12.25. \$25.50 values at \$12.75. \$26.50 values at \$13.25. \$27.50 values at \$13.75. \$28.50 values at \$14.25. \$29.50 values at \$14.75. \$30.50 values at \$15.25. \$31.50 values at \$15.75. \$32.50 values at \$16.25. \$33.50 values at \$16.75. \$34.50 values at \$17.25. \$35.50 values at \$17.75. \$36.50 values at \$18.25. \$37.50 values at \$18.75. \$38.50 values at \$19.25. \$39.50 values at \$19.75. \$40.50 values at \$20.25. \$41.50 values at \$20.75. \$42.50 values at \$21.25. \$43.50 values at \$21.75. \$44.50 values at \$22.25. \$45.50 values at \$22.75. \$46.50 values at \$23.25. \$47.50 values at \$23.75. \$48.50 values at \$24.25. \$49.50 values at \$24.75. \$50.50 values at \$25.25. \$51.50 values at \$25.75. \$52.50 values at \$26.25. \$53.50 values at \$26.75. \$54.50 values at \$27.25. \$55.50 values at \$27.75. \$56.50 values at \$28.25. \$57.50 values at \$28.75. \$58.50 values at \$29.25. \$59.50 values at \$29.75. \$60.50 values at \$30.25. \$61.50 values at \$30.75. \$62.50 values at \$31.25. \$63.50 values at \$31.75. \$64.50 values at \$32.25. \$65.50 values at \$32.75. \$66.50 values at \$33.25. \$67.50 values at \$33.75. \$68.50 values at \$34.25. \$69.50 values at \$34.75. \$70.50 values at \$35.25. \$71.50 values at \$35.75. \$72.50 values at \$36.25. \$73.50 values at \$36.75. \$74.50 values at \$37.25. \$75.50 values at \$37.75. \$76.50 values at \$38.25. \$77.50 values at \$38.75. \$78.50 values at \$39.25. \$79.50 values at \$39.75. \$80.50 values at \$40.25. \$81.50 values at \$40.75. \$82.50 values at \$41.25. \$83.50 values at \$41.75. \$84.50 values at \$42.25. \$85.50 values at \$42.75. \$86.50 values at \$43.25. \$87.50 values at \$43.75. \$88.50 values at \$44.25. \$89.50 values at \$44.75. \$90.50 values at \$45.25. \$91.50 values at \$45.75. \$92.50 values at \$46.25. \$93.50 values at \$46.75. \$94.50 values at \$47.25. \$95.50 values at \$47.75. \$96.50 values at \$48.25. \$97.50 values at \$48.75. \$98.50 values at \$49.25. \$99.50 values at \$49.75. \$100.50 values at \$50.25. \$101.50 values at \$50.75. \$102.50 values at \$51.25. \$103.50 values at \$51.75. \$104.50 values at \$52.25. \$105.50 values at \$52.75. \$106.50 values at \$53.25. \$107.50 values at \$53.75. \$108.50 values at \$54.25. \$109.50 values at \$54.75. \$110.50 values at \$55.25. \$111.50 values at \$55.75. \$112.50 values at \$56.25. \$113.50 values at \$56.75. \$114.50 values at \$57.25. \$115.50 values at \$57.75. \$116.50 values at \$58.25. \$117.50 values at \$58.75. \$118.50 values at \$59.25. \$119.50 values at \$59.75. \$120.50 values at \$60.25. \$121.50 values at \$60.75. \$122.50 values at \$61.25. \$123.50 values at \$61.75. \$124.50 values at \$62.25. \$125.50 values at \$62.75. \$126.50 values at \$63.25. \$127.50 values at \$63.75. \$128.50 values at \$64.25. \$129.50 values at \$64.75. \$130.50 values at \$65.25. \$131.50 values at \$65.75. \$132.50 values at \$66.25. \$133.50 values at \$66.75. \$134.50 values at \$67.25. \$135.50 values at \$67.75. \$136.50 values at \$68.25. \$137.50 values at \$68.75. \$138.50 values at \$69.25. \$139.50 values at \$69.75. \$140.50 values at \$70.25. \$141.50 values at \$70.75. \$142.50 values at \$71.25. \$143.50 values at \$71.75. \$144.50 values at \$72.25. \$145.50 values at \$72.75. \$146.50 values at \$73.25. \$147.50 values at \$73.75. \$148.50 values at \$74.25. \$149.50 values at \$74.75. \$150.50 values at \$75.25. \$151.50 values at \$75.75. \$152.50 values at \$7